CONDUCTING MARKET RESEARCH

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4 Mar 09

Policy

FAR 19.502-2 Total Small Business Set-asides

- **…..each acquisition of supplies or services that has an anticipated dollar value exceeding $3,000($15,000 for acquisitions as described in 13.201(g)(1), but not over $100,000 is automatically reserved exclusively for small concerns and shall be set-aside for small business……**
- **The contracting officer shall set-aside any acquisition over $100,000 for small business participation when**

Market Research Policy

- **FAR Part 10.001 Policy**
  - **Agencies must conduct market research appropriate to the circumstances--**
    - **before soliciting offers for acquisitions with an estimated value in excess of the simplified acquisition threshold(SAT)**
    - **before soliciting offers for acquisitions with an estimated value less than the SAT when adequate information is not available and the circumstances justify its cost**

Market Research Policy cont'd

- market research should validate the acquisition strategy being used
- should back-up decision not to set-aside if a protest arises
- consolidate results of market research into a Market Research document

Agencies shall conduct market research on an ongoing basis

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Agencies should document the results of market research in a manner appropriate to the size and complexity of the acquisition

"Requirements personnel and contracting officers must WORK TOGETHER AS A TEAM TO GATHER MARKET DATA needed to make decisions. Market research utilized to justify sole source must be complete and not more than 6 months old. A statement that "the solicitation will be synopsized and that all proposals received will be evaluated" is <u>not</u> a

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- When conducting market research agencies;
  - should not request potential sources to submit more than the minimum information necessary
  - should consult with the local SBA PCR as early as possible during the acquisition process
  - Market research is not just posting a Sources Sought or a RFI notice alone. You should also include results from a search in the Dynamic SB Search website.
- The extent of market research WILL VARY,

Market Research Document

- Document responses received from RFIs and Sources Sought notices
  - Identify the number of SBs responding and SB category
  - Document if they intend to participate as a prime, team member or subcontractor
  - Document results from Dynamic SB Search queries
    - Number of results from each category
    - Identify each SB contacted by name

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References

FAR Part 10
FAR Part 19

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QUESTIONS????

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Office of Government Contracting

Mission

The Office of Government Contracting's mission is to help enhance the effectiveness of small business programs by working with Government Contracting and Business Development (GC/BD) program offices and others to develop policies, regulations,

Basis for SBA Programs

Small Business Act

- Implements Congressional Policy to aid, counsel, assist & protect the interests of small business concerns
- Goal of policy is to ensure that a fair proportion of purchases, contracts & subcontracts be placed with small businesses

Small Business Contract Assistance Programs

- Prime Contract Assistance
  - Small business set-aside program
  - Procurement Preference Goaling
  - Size Determination Program
  - Waivers to the Non-Manufacturer Rule
  - Natural Resources Program
  - Certificate of Competency (COC)
- Subcontracting Assistance

Office of Government Contracting

Procurement Center Representatives

PCRs

What PCRs Do

- Promote SBA Programs/8(a) BD
- Review Acquisitions, Bundling Cases & Solicitations
- **Recommend Set-Asides**
- Perform Market Research
- Provide & Attend Training Events
- Perform Surveillance Reviews
- Counsel Small, “Other Than Small” & Federal Agencies

What PCRs See

- Small Business Review Form (DD2579)
- Government Estimate
- Sole Source
- J&As
- Statement of Work
- Acquisition Plan
- Market Survey
- Purchase Request
- Source Selection Criteria
- A-76 Information
- Sensitive Information
- Set-aside appeals
- Certificate of Competency Request
- Subcontracting Plans
- Bid Abstracts